

iWeb: Your Life, on the Web

Usage: The following demo scripts are designed for use in Apple Retail, Sales Channel or in larger one-to-many Apple presentations. Do not share the contents of this script or content with customers.

List of items needed for this demo:

- iLife '06
- iLife '06 Demo Refresh DVD
- Macintosh with G4 or greater processor
- Mac OS v10.4.4 or higher
- .Mac account and Internet connection
 - Required for publishing
 - Required for photo casting
 - Required for iTMS connection

Audience:

Existing iLife users, new iLife users, consumers interested in publishing all kinds of content to the internet to share with friends and family or with the world at large.

Purpose:

- Inspire potential bloggers, podcasters, and web site creators
- Feature the new iLife '06


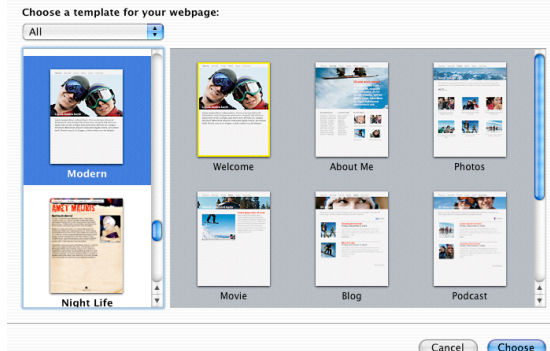
Set-up/install items:

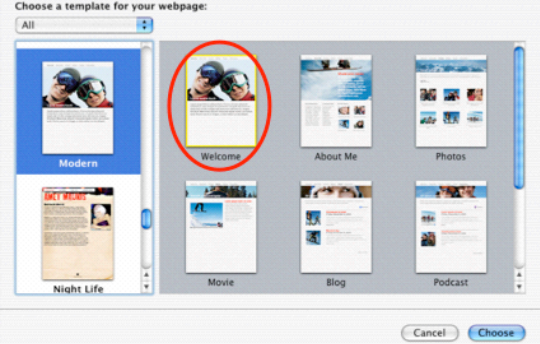

- Safari
 - Reset (Safari>Reset Safari...)
 - Safari home page set to www.apple.com
 - Quit
- iWeb
 - Position window
 - Position and close Media Browser
 - Publish and dismiss copyright dialog (click "Don't Show Again")
 - Quit
- GarageBand
 - Check GB Export preferences
 - "Publish podcast" set to iWeb
 - Uncheck "Set artwork to recommended size...etc"
 - Position window
 - Quit

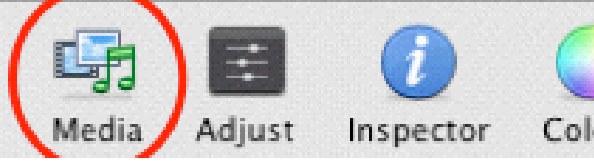
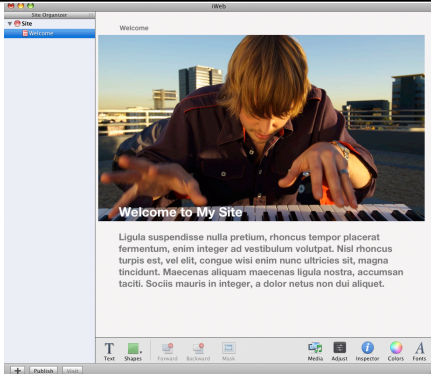
- iPhoto
 - Position window
 - La Rocca Album is published as a photocast
 - Skip photocast section if you can't set this up
 - Quit
- iTunes
 - Position window
 - Create a "Road Trip" playlist with 10 to 20 songs from iTMS (short titles, 20 characters)
 - Skip iTunes playlist section if you can't set this up
 - Demo podcast removed from iTunes podcasts (if present)
 - Leave podcast window selected
 - Quit
- Finder
 - Delete <user>:library:application support:iWeb:Domain
 - Delete iDisk:Web:RSS:iWeb
 - Delete iDisk:Web:Sites:iWeb

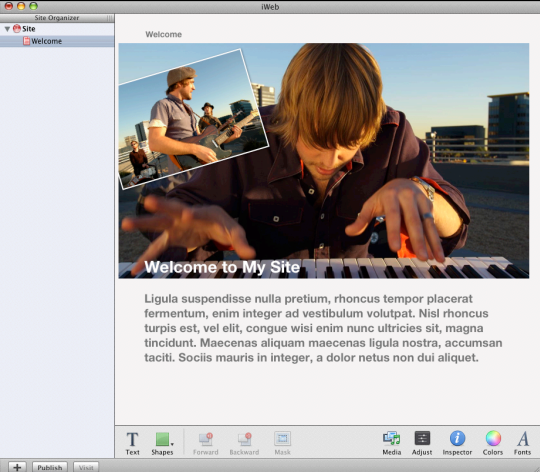
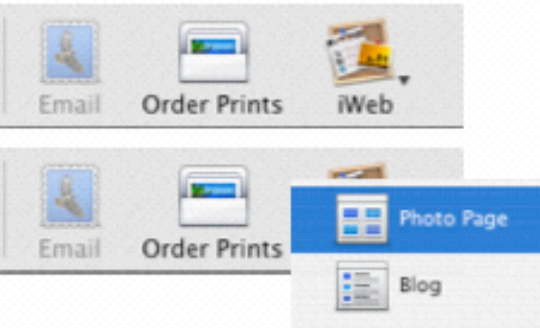
Presentation Hints:

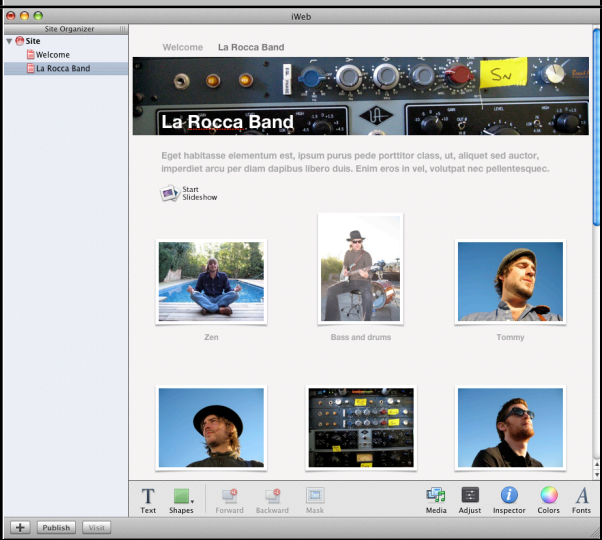
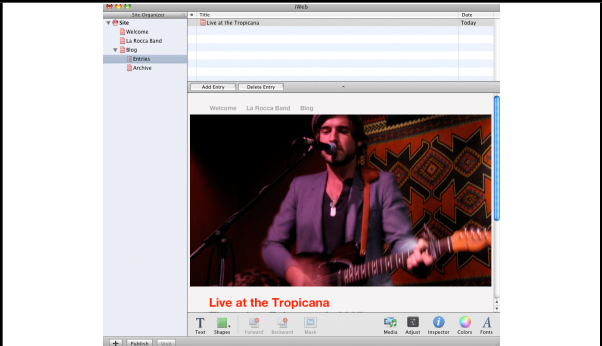
Keep it light and breezy. Be excited and amazed by each feature, even if it seems commonplace. Remember, for many customers (especially potential switchers), the things we take for granted on a Mac often seem revolutionary.

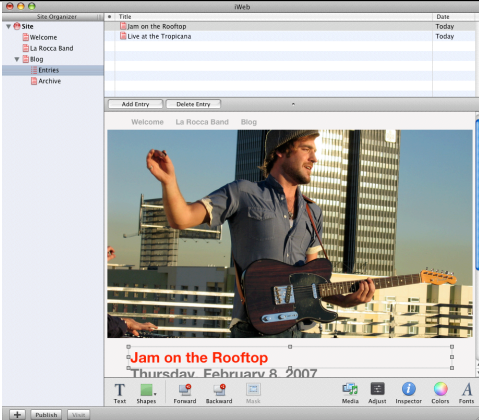
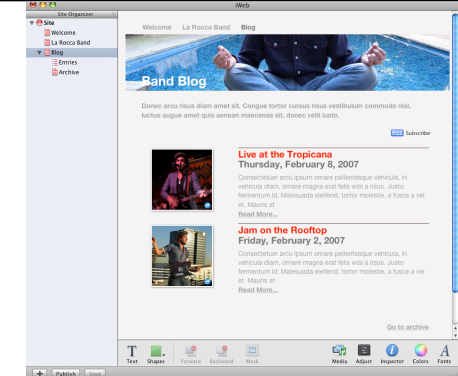
Topic	Step by Step	Visual Guides	Dialog
Introduction			<p>Hello everyone, my name is _____, and I'm very excited to be here today to introduce you to iWeb - part of iLife '06. iLife '06 is Apple's fully integrated digital lifestyle suite that also includes updates to iPhoto 6, iMovie 6, iDVD 6, and GarageBand 3.</p> <p>Web publishing is not just for professionals anymore. With iWeb, Apple makes it possible for anyone to publish great looking websites thanks to amazing themes and templates that help showcase your photos, movies, and music.</p>
Launch	<ul style="list-style-type: none"> Launch iWeb 		Let's get started.
Theme and template chooser	<ul style="list-style-type: none"> Scroll through the themes (left panel) in the template choose Click on "Modern" theme Point to the six (6) templates (right panel) 		Starting with a blank page can be scary and using restrictive web based tools can be frustrating. iWeb will get you going quickly by providing a variety of starting points with beautiful themes and templates designed by Apple

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Welcome template	<ul style="list-style-type: none"> Double-click "Welcome" template from the chooser. 		<p>Beginning with something simple, we'll select the first page of our website, the "Welcome" page.</p>
Quick tour	<ul style="list-style-type: none"> Point to various parts of the window as you mention them For the canvas part, double click in a text place-holder then move the image holder around and back to its original location 		<p>Before we get started with personalizing our own website, let's take a quick tour of the application.</p> <p>On the left, we have the "Site Organizer", a simple site management tool where you can add, delete, move, or rename sites and pages. The bottom part will look familiar to current iLife users with it's simple tool bar - there's no need to learn a new interface. With "drop zones" or "placeholders" for text and images, web site creation is as simple as drag and drop! Themes coordinate amazing graphics for amazing looking pages.</p>


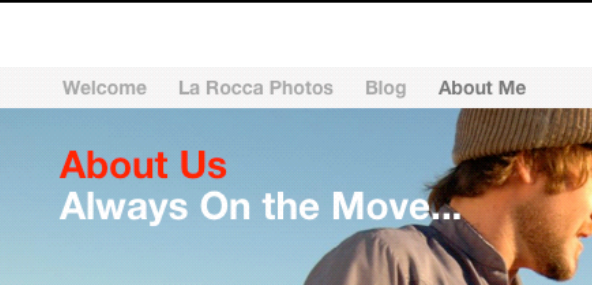
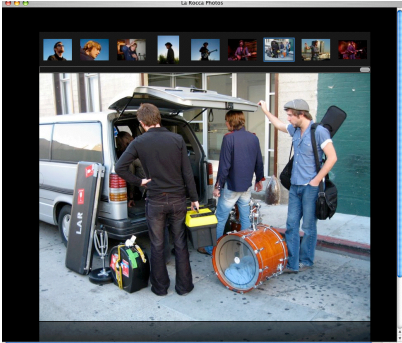
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The Media Browser	<ul style="list-style-type: none"> Click on the Media Browser (MB) button in the toolbar Click through the MB tabs ending on photos Select "La Rocca Band" album 		<p>Users of iWork will already be familiar with the image and text placeholders allowing you customize those amazing templates by dragging in your own content.</p> <p>The iLife media browser allows you to quickly access all your digital media, not only from iPhoto and iMovie, but also GarageBand and iTunes.</p> <p>For this demo we're going to build a website for the band "La Rocca," so let's start with the La Rocca Band album.</p>
Image Placeholder	<ul style="list-style-type: none"> Drag the "keyboard" image to the large welcome page image placeholder 		<p>All I need to do now is drag and drop a photo to start customizing this page.</p>

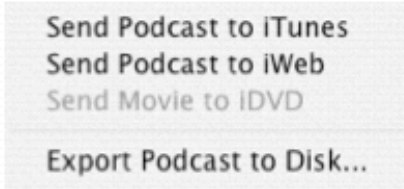

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Graphics on Canvas	<ul style="list-style-type: none"> • Drag "rooftop" image to canvas (above the text, for example) • Resize the image to make it smaller • Click on a corner of the image while holding down the command key - rotate the image slightly to the left • Place image on top of the lower right-hand corner of the large picture 		<p>Thanks to iWeb's flexible graphics canvas, you can use the existing place holders, or you can place your content anywhere on the page. Usually this kind of thing requires very complex web software and experience in HTML or CSS.</p> <p>Let's resize this picture a little bit...and rotate it. And hey, why don't we stack it on top of this other picture. Nice!</p> <p>What you see is what you get. No preview button needed. You are seeing the page exactly as your visitors will!</p>
iPhoto Album	<ul style="list-style-type: none"> • Launch iPhoto • In iPhoto, select the "La Rocca Band" album • Click "iWeb" in the iPhoto tool bar and select "Photo Page" 		<p>You can add photos to your pages one by one, but what if you want to publish an entire album? You can use the Media browser, or you can do this directly from iPhoto.</p> <p>In iPhoto, I only need a few clicks to send photos to iWeb. I simply select the album I want to publish, click the iWeb icon to send it to a photo page.</p>

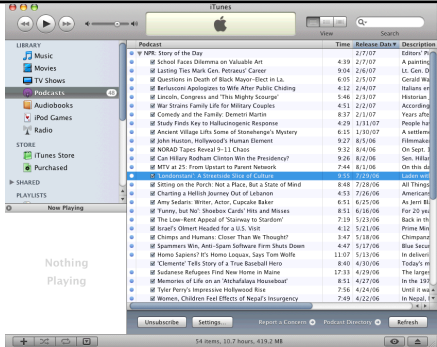

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iPhoto Album (cont)	<ul style="list-style-type: none"> • When iWeb displays a template chooser, select the "Photos" template • Point out the captions and move some pictures around • Open media browser and select drag photo to the page header drop target 		<p>iWeb automatically "catches" the photo album and suggests that stick to the same theme...I think I will. So, wow, a page is created for me automatically. Now I can go in and edit some captions (though iPhoto does bring along any captions you already have.) Or I can move the photos around any way I like.</p> <p>Lastly, I'm going to replace this page header with something more relevant. Done!</p>
Blog	<ul style="list-style-type: none"> • In iWeb, click the "add" button and select a blog page from the template chooser • Drag "club shot" image from the media browser to the blog place holder • Double-click the "blue bird day" text header and type "Live at the Tropicana" 		<p>So how about a blog? It's easy to create and maintain a blog with iWeb. Adding entries to your web journal is as easy as writing an email. Just click the "Add" button to create a new page and select "blog" from the template chooser.</p> <p>Then start writing your first entry! Drag in an image to represent your post and edit the text to tell you story.</p>

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Blog - new entry	<ul style="list-style-type: none"> Click on "Add Entry" to add a new entry Drag "rooftop 2" image from iPhoto Double click the "blue bird day" headline and type "Jam on the Rooftop" Double click the date field Choose an earlier date 		<p>Creating another entry is as easy as clicking on "new entry" and doing it again. This post will be about a jam session the band held on a rooftop.</p> <p>Need to change the date of a post? Just double click on the date field and select the date you want.</p>
Blog Summary page	<ul style="list-style-type: none"> Click the "Blog" node in the Site Organizer Drag in a summary image for the blog, "chillin" Double-click on the blog title bar and type "Band Blog" Launch the Inspector Select "Allow Comments" Select "Display Search Field" 		<p>iWeb takes your blog entries and automatically generates a blog summary page in reverse chronological order. Any new entries you create will appear right here.</p> <p>And what would a blog be without visitor comments? By choosing the RSS tab of the inspector, I can let visitors comments on my blog posts and even search my entire blog.</p>

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About Me	<ul style="list-style-type: none"> Click the "Add Page" button Select About Me page from the chooser Drag "rooftop" image from La Rocca Band into the large placeholder Replace red text with "About Us" Replace white text with "Always on the move" Move both text blocks to the Upper left of the image 		<p>Now that we've got some pages up, how about a page with more info about the band? It will be a great place for more info, links, and all kinds of information.</p> <p>Like every other page, we can customize it with images and text.</p> <p>And move things around to make them work.</p>
	<ul style="list-style-type: none"> From the Audio tab in the media browser, drag "Road Trip" playlist to text placeholder below "My boarding playlist" Type Road Tunes above 		<ul style="list-style-type: none"> You can even share your iTunes playlists! For example, dragging our Road Trip playlist to the page.
Safari Links	<ul style="list-style-type: none"> Launch Safari, drag link to www.apple.com from address bar to text placeholder below "Local Resort Links" 		<ul style="list-style-type: none"> And if you know a few good places on the web, you can recommend them by dragging a link to the canvas.
Hyperlinks	<ul style="list-style-type: none"> Drag and drop "La Rocca Photos" from the site organizer to the small image titled "on the slopes" Drag in a photo from the album to serve as the keyframe image Below the image, type "La Rocca Photos" 		<p>You can create your own links simply by dragging and dropping. For example, to link this image to the photo album we created earlier, just drag the photo page from the site organizer and drop it on the image. The little blue arrow tells you that this object is now linked. Then I can drag a more relevant photo to the placeholder and I'm done.</p>

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Publish	<ul style="list-style-type: none"> Click the publish button at the bottom left of iWeb. User publish time to pitch .Mac 		<p>Now that our site is assembled, let's publish it. Ordinarily publishing a site can be a difficult task -- FTP settings, domains, hosting services...</p> <p>Not with iWeb! [click on publish] iWeb uses your existing .Mac settings to publish with a single click making it the fastest way to publish your life to the web! The first page of your site will be located at web.mac.com/username. That's it!</p>
Visit your Site	<ul style="list-style-type: none"> Victory sheet will appear when publish is complete Point out the announce feature Click on "Visit Site Now" Hover over different navigation items and visit the pages 		<p>Now that our site is published, I can send an announcement email to my friends if I like. But for now, let's just go visit.</p> <p>Notice how every page we created was automatically placed in this navigation menu with rollovers. As you add, remove, move or rename pages, iWeb will update this menu for you.</p>
Slideshow	<ul style="list-style-type: none"> Visit the photo page Click the "start slideshow" button 		<p>We should visit our photo page and take a look at the built-in slide show provided by .Mac.</p> <p>This stunning slideshow is automatically built with the images you included on your page. You can navigate at the top by clicking the thumbnails or just sit back let the show play</p>

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Podcast	<ul style="list-style-type: none"> • Open GarageBand • Select Share>Send Podcast to iWeb • 		<p>Now wait a minute, of course we also need to add a podcast to a band website. Here is the podcast we recorded in GarageBand, complete with audio, sound effects, chapters, and pictures.</p> <p>Sending it to iWeb is as easy, just choose Send to iWeb like this...</p>
	<ul style="list-style-type: none"> • Click on Blog in the site organizer • Point to the Subscribe to Podcast button 		<p>Notice that iWeb automatically adds a "subscribe" button so that visitors can subscribe to your podcast. That's all it takes.</p>
	<ul style="list-style-type: none"> • Click the publish button at the bottom left then carry on with the script... 		<p>Now let's see how it looks...</p> <p>While this is getting uploaded to .Mac, I should point out that you can also create video podcasts using iMovie. You can also use audio clips of even short movies and photos in new blog entries. It really doesn't take a production studio to get your own podcast series going.</p>

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Subscribe in iTunes	<ul style="list-style-type: none"> Click on visit site now to visit site Click on blog in the nav bar Click on "subscribe" button iTunes launches and subscribes to the podcast 		<p>Let's visit that podcast. Visitors can subscribe to our podcast right off the site - automatically dropping it into iTunes and syncing to their iPods.</p>
Conclusion	<ul style="list-style-type: none"> Switch back to iWeb 		<p>So there you have it. From your own photos, text, movies and recordings, you can create amazing, professional looking websites without seeing a single line of code.</p>
Deeper Examples	<ul style="list-style-type: none"> Open sample "Domain" provided with the sales materials 		<p>We've created a quick website here today. With just a little more care and effort you can do amazing things. Here are two examples of the same site we just created with just a bit more time applied.</p> <p>No professional designers, no engineers or code....just you, your media, and a little bit of time.</p> <p>So get out there and be creative, the web is waiting!</p>